

RECIPE

"Make grand apple pie in 1/2 the time"

says *Betty Crocker* of General Mills




Apple Pyequick does it—Betty Crocker's wonderful apple pie in a package. Flavors, quick-dried apples come ready-sliced. Just add water to restore freshness; sweeten.

Flaky pie crust mix comes ready-mixed in Apple Pyequick, too. Add water; roll out. Complete apple pie's in the oven in 15 minutes or less. Never easier, never better!

Choice apple slices, spice and pie crust mix—all in this one package



THREE MILLION RESCUES

Continued from page eight

club joined the AAA, the souvenir hunter beseeched AAA to help complete her collection.

The Rhode Island Club, or rather its travel counsellor, Betty Snow, finally located an antique dealer who had "a suitable silver spoon embossed with clam shells."

AAA clubs sponsor and equip school safety patrols and provide posters and color-in sheets for safety instruction. The organization pioneered in providing high-school driver training courses; more than one-fourth of the nation's high schools now give such training to 340,000 students annually. In co-operation with manufacturers and dealers, AAA provides dual-control cars for on-the-road driver training. AAA looks out for the pedestrian; each year it gives prizes to states and cities showing the best records in pedestrian protection.

Sponsoring Speeders

WHILE cautioning regular motorists to go slow and "take it easy," the AAA also sanctions and supervises the most dangerous and exciting thrills and spills on four wheels. Its Contest Board is the only U. S. body which can vouch for the blazing time trials and breath-taking races at the Indianapolis Speedway, Daytona Beach or the Utah Salt Flats—



where in 1947 Britain's John Cobb drove 394 miles an hour.

According to James H. Lamb, secretary of the Contest Board, "many motoring advances are tested on the speedways before they are ever built into an automobile. Rear-view mirrors and four-wheel brakes, to cite only two examples, were tested in competition long before they were incorporated in passenger cars."

When asked what recent developments have come from such demonstrations, Lamb replied, "Have you had your wheels balanced? Those little lead pellets to get your wheels in true were used

at Indianapolis years and years before the war."

The average member is not sold by the spectacular time trials or the social implications of the AAA. He probably does not know that part of his dues is being spent to promote an Auto Racing Hall of Fame or to sponsor a radio program of "music to drive by."

When You're Stuck

IT MATTERS little to him that his membership card does not entitle him to go riding with such fellow members as President Truman, Gypsy Rose Lee, Arturo Toscanini, Arthur Godfrey or Lily Pons. Motorists join primarily because they love to see the tow-truck with the Triple-A emblem roaring along the road to the rescue when they're stuck in the mud.

A few members have become so spoiled by AAA service that they keep demanding more. The Hollywood branch reported the complaint of a young movie star who called to say she was "stuck" on her way to an engagement at the Brown Derby. The AAA office asked if she wanted her car towed.

"Oh, no," the actress said, "I've lost my lipstick behind the front seat. I must have a new one at once. The shade is Siren."

The man at the AAA end of the phone demonstrated the self-discipline which governs the best automobile drivers. Calmly but resolutely, he hung up. *The End*

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*VEL is the trade-mark of the Colgate-Palmolive-Peet Co.